

WHAT IS CLAIMED IS:

1. A method for multi-casting video content to plural user computers, the method comprising:
 - distributing a video content program from a content center to plural regional data centers via an open network;
 - distributing the video content program from each of the plural regional data centers to user computers network connected to the plural regional data centers according to a multi-cast protocol; and
 - transmitting non-video data related to the video content program to the user computers for display by the computer contemporaneously with the video content program.